Status Revised 8828872

Traffic Order# 36632

10/02/2012 10:01 AM Printed:

Last Received: 10/02/2012 9:49 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser () REPUBLICAN JEW COAL Product REPUBLICAN JEWISH CO

Estimate#

Rep Order#

EC'd Yes

Buyer LAURA LANCASTER

Phone# Fax#

) JAMESTOWN ASSOCIATES Agency (5937 JONES CREEK RD, SUITE B

BATON ROUGE, LA 70817

Agency C/P1/P2/E Flight Dates

09/17/2012 - 10/21/2012

Hiatus Weeks

Rep Firm

Sales Office () DALLAS

Salesperson (

) SHELLY MOONEY

Salesperson Phone# 214-525-2668

2 of

Salesperson FAX#

-- CONTRACT COMMENT --

REPUBLICAN JEWISH COALITION - MUST HAVE 15 MINUTE SEP W/O 9/17 TO START WED 9/19, MUST BE DARK TUE 8/25-WED 8/26

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

- REMARKS --

10/2 CONVERTING SOME :30'S TO :60'S NO CHANGE IN TOTAL SEE CHANGES TO LINES 2,4,6,8,10,12,14 SEE NEW LINES 30-36 FOR :60'S PLS CF THX SHELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	600A-700A	A MORNING NEWS	:30	\$900.00	09/17-09/28	0	0	0	\$0.00	
Ratin	g: 1.4											
		[MADE-GOO	DD BY LINE	(S) 18 24]								
	18	W-F	600A-700A	A MORNING NEWS	:30	\$900.00	09/19-09/21	5	1	5	\$4,500.00	
Ratin	g: 1.4											
		[MKGD FOR	R SPOTS MIS	SSED ON LN #1: 9/17(5/WK)]								
Ratin	24 g: 1.4	M, TH-F	600A-700	A MORNING NEWS	:30	\$900.00	09/24-09/28	4	1	4	\$3,600.00	
	9. 2	[MKGD FOI	R SPOTS MIS	SSED ON LN #1: 9/24(4/WK)]								
	*2	M-F	600A-700	A MORNING NEWS	:30	\$1,200.00	10/01-10/05	2	1	2	\$4,800.00	
							10/15-10/19	2	1	2		
Ratin	a · 1 4						1 -					

Rating: 1.4

V5 10/1 & 10/15 - 2X EACH Sales Remark:

V5 More than 2 codes changed

 Rep Order#
 8828872
 Ver#
 5
 Status Revised
 Traffic Order# 36632
 Printed:
 10/02/2012 10:01 AM
 3 of 8

 EC'd Yes
 Last Received:
 10/02/2012 9:49 AM

Showing Buylines: All Lines

Station Advert	tiser (ct R	LAS-TV LAS VEGAS () REPUBLICAN JEW COAL REPUBLICAN JEWISH CO LAURA LANCASTER			Agency (). 5937 JO: BATON	Rep Firm Sales Office () DALLAS Salesperson () SHELLY MOONEY							
Estima Buyer Phone	L				Agency C/P1/P2/E Flight Dates Hiatus Weeks	09/17/2	09/17/2012 - 10/21/2012			Phone# FAX#	214-525-2668		
Fax# LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	3 :: 1.2	M-F	700A-900A	THE EARLY SHOW		:30	\$800.00	09/17-09/28	0	0	0	\$0.00	
	, , , , , , ,	[MADE-GOO	D BY LINE (S	5) 19 25]									
Rating	19	W-F	700A-900A	THE EARLY SHOW		:30	\$800.00	09/19-09/21	4	1	4	\$3,200.00	
	,	[MKGD FOR SPOTS MISSED ON LN #3: 9/17(4/WK)]											
Rating	25 1 2	M, TH-F	700A-900A	THE EARLY SHOW		:30	\$800.00	09/24-09/28	4	1	4	\$3,200.00	
	,	[MKGD FOR	SPOTS MISS	SED ON LN #3: 9/24(4/	WK)]								
Rating	*4 r: 1.2	M-F	700A-900A	THE EARLY SHOW		:30	\$1,000.00	10/01-10/12	2	2	4	\$4,000.00	
		Sales Rem V5 More t	ark: V! han 2 code:	5 10/1 & 10/8 2X EACH s changed	ı								
	5	M-F	900A- 1000A	LIVE WITH KELLY		:30	\$750.00	09/17-09/28	0	0	0	\$0.00	
Rating	j: 1.5	[MADE-GOO	D BY LINE(S	s) 20 26]									
	20	W-F	900A- 1000A	LIVE WITH KELLY		:30	\$750.00	09/19-09/21	4	1	4	\$3,000.00	
Rating	j: 1.5	[MKGD FOR	SPOTS MIS	SED ON LN #5: 9/17(4/	'WK)]								
	26	M, TH-F	900A- 1000A	LIVE WITH KELLY		:30	\$750.00	09/24-09/28	4	1	4	\$3,000.00	
Rating	j: 1.5	[MKGD FOR	SPOTS MIS	SED ON LN #5: 9/24(4/	/WK)]								

Rep Order# EC'd Yes 8828872 Ver# 5 Status Revised Traffic Order# 36632 Printed: 10/02/2012 10:01 AM 4 of 8 10/02/2012 9:49 AM

Last Received: Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () REPUBLICAN JEW COAL Product REPUBLICAN JEWISH CO				5937 JC BATON	ATES B	Rep Firm Sales Office () DALLAS Salesperson () SHELLY MOONEY							
Estimate# Buyer Phone#		LAURA LANCASTER			Agency C/P1/P2/I Flight Dates Hiatus Weeks		7/2012 - 10/21/201	Salesperson Phone# Salesperson FAX#		214-525-2668			
Fax# LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	M-F	900A- 1000A	LIVE WITH KELLY		:30	\$850.00	10/01-10/05	2	1	2	\$3,400.00	
								10/15-10/19	2	1	2		
Rating	: 1.5												
		=		:: 10/1 & 10/15 - 2X E									
		Sales Re		V5 10/1 & 10/15 - 2X	EACH ONLY								
		V5 More	than 2 cod	les changed									
	7	M-F	1200P- 1230P	NOON NEWS		:30	\$750.00	09/17-09/28	0	0	0	\$0.00	
Rating	: 1.4												
		[MADE-GO	OD BY LINE	(S) 21 27]									
	21	W-F	1200P- 1230P	NOON NEWS		:30	\$750.00	09/19-09/21	3	1	3	\$2,250.00	
Rating	: 1.4		12301										
		[MKGD FO	R SPOTS MI	SSED ON LN #7: 9/17(3	3/WK)]								
	27	M,TH-F	1200P-	NOON NEWS		:30	\$750.00	09/24-09/28	3	1	3	\$2,250.00	
			1230P									•	
Rating	: 1.4												
		[MKGD FO	R SPOTS MI	SSED ON LN #7: 9/24(3	3/WK)]								
	*8	M-F	1200P- 1230P	NOON NEWS		:30	\$850.00	10/01-10/19	1	3	3	\$2,550.00 🗸	
Rating	: 1.4												
_			ne Comment	t: 1X EACH WEEK									
		Sales Re	mark:	V5 1X EACH WEEK									
		V5 More	than 2 cod	les changed									
	9	M-F	500P-630	P EVENING NEWS ROTATO	OR .	:30	\$1,300.00	09/17-09/28	0	0	0	\$0.00	
Rating	j: 2.2												
		[MADE-GC	OD BY LINE	E(S) 22 28]									
									_	_			
	22	W-F	500P-630	P EVENING NEWS ROTATO	OR .	:30	\$1,300.00	09/19-09/21	9	1	9	\$11,700.00	
Rating	j: 2.2												

[MKGD FOR SPOTS MISSED ON LN #9: 9/17(9/WK)]

Rep Order# EC'd Yes Printed: 10/0 Last Received: 10/0 Showing Buylines: All Lines 10/02/2012 10:01 AM 10/02/2012 9:49 AM 5 of 8 8828872 Ver# 5 Status Revised Traffic Order# 36632

Station Advert Produc Estima	tiser (ct R	AS-TV LAS) REPU REPUBLICAN	BLICAN JEV		Agency () 5937 JO BATON Agency C/P1/P2/E	Rep Firm Sales Office () DALLAS Salesperson () SHELLY MOONEY							
Buyer Phone Fax#		LAURA LANCASTER			Flight Dates Hiatus Weeks	09/17/2	09/17/2012 - 10/21/2012			Salesperson Phone# Salesperson FAX#		214-525-2668	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	28	M, TH-F	500P-630P	EVENING NEWS ROTATOR		:30	\$1,300.00	09/24-09/28	8	1	8	\$10,400.00	
		(MKGD FOR	SPOTS MIS	SED ON LN #9: 9/24(8/	NK)]								
	*10	M-F	500P-630P	EVENING NEWS ROTATOR		:30	\$1,500.00	10/01-10/05	4	1 1	4 2	\$9,000.00	
Rating	: 2.2							10/08-10/12	2	1	2		
		Sales Rem		10/1 4X & 10/8 2X 5 10/1 4X & 10/8 2X s changed									
Pania.	11	M-F	1100P- 1135P	NEWS AT 11P		:30	\$1,900.00	09/17-09/28	0	0	0	\$0.00	
Rating	j: 2. <i>1</i>	(MADE-GOO	D BY LINE (s) 23 29]									
	23	W-F	1100P- 1135P	NEWS AT 11P		:30	\$1,900.00	09/19-09/21	2	1	2	\$3,800.00	
Rating	j: 2.7	[MKGD FOR	SPOTS MIS	SED ON LN #11: 9/17(2	/WK)]								
	29	м, тн-ғ	1100P- 1135P	NEWS AT 11P		:30	\$1,900.00	09/24-09/28	2	1	2	\$3,800.00	
Rating	j: 2.7	[MKGD FOR	SPOTS MIS	SED ON LN #11: 9/24(2	/WK)]								
	*12	M-F	1100P- 1135P	NEWS AT 11P		:30	\$2,200.00	10/01-10/05	2	1	2	\$8,800.00	
Pating	*• 2 7							10/15-10/19	2	1	2		
Rating	j. 2.1	Sales Rem V5 More t	ark: V han 2 code	5 10/1 & 10/15 2X s changed									
Rating	13 g: 2.6	su	630A-800A	CBS SUN MORNING		:30	\$1,500.00	09/23-09/30	2	2	4	\$6,000.00	

Rep Order# EC'd Yes Status Revised Traffic Order# 36632 Printed: 10/02/2012 10:01 AM 6 of 8 8828872 Ver# 5 Last Received: 10/02/2012 9:49 AM

Showing Buylines: All Lines

Prod	ntion KLAS-TV LAS VEGAS vertiser () REPUBLICAN JEW COAL oduct REPUBLICAN JEWISH CO timate#				Agency () JAMESTOWN ASSOCIATES 5937 JONES CREEK RD, SUITE B BATON ROUGE, LA 70817 Agency C/P1/P2/E						Rep Firm Sales Office () DALLAS Salesperson () SHELLY MOONEY				
Buye Phon Fax#	er 1e#	LAURA LANCASTER			Flight Dates Hiatus Wee	3	09/17/2012 - 10/21/2012				Salesperson Phone# Salesperson FAX#		214-525-2668		
LT	Ln	Day	Time	Program		Le	en	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
Ratir	*14 ng: 2.6	SU	630A-800A	CBS SUN MORNING		: :	30	\$2,000.00	10/07-10/21	0	0	0	\$0.00		
114.021		Sales Rem	nark: V	5 CONVERTING TO :60'S											
				Spots/week Changed											
	15	su	800A-830A	NEWS NOW		:	30	\$1,500.00	09/23-10/21	1	5	5	\$7,500.00		
Ratir	ng: 2.3														
	16	su	1100P- 1135P	NEWS AT 11P		:1	30	\$900.00	09/23-09/30	1	2	2	\$1,800.00		
Ratin	ng: 2.0														
	17	su	1100P- 1135P	NEWS AT 11P		::	30	\$1,100.00	10/07-10/21	1	3	3	\$3,300.00		
Ratin	ng: 2.0														
	(*30)	M-F	600A-700A	MORNING NEWS		: (60	\$2,400.00	10/01-10/12	1	2	2	\$9,600.00		
	\bigvee								10/15-10/19	2	1	2			
Rati	ng: 1.4	Sales Rer V5 Added	nark: V	5 NOW :60'S											
											_				
	(*31/	M-F	700A-900A	THE EARLY SHOW		: (60	\$2,000.00	10/01-10/05	1	1	1	\$8,000.00		
	•								10/08-10/12	2	1	2			
									10/15-10/19	1	1	1			
Rati	ng: 1.2														

Sales Remark: V5 NOW :60'S

V5 Added

	EC'd Ye	S			Showing Buylines: All Lines								
Station KLAS-TV LAS VEGAS Advertiser () REPUBLICAN JEW COAL Product REPUBLICAN JEWISH CO Estimate#					Agency () 5937 JO BATON Agency C/P1/P2/E	Rep Firm Sales Office Salesperson) DALLAS) SHELLY MOONEY					
Buyer Phone# Fax#		LAURA	LANCASTER	Flight Dates Hiatus Weeks		17/2012 - 10/21/201	2	Salesperson Phone# Salesperson FAX#		214-525-2668			
	LT Ln	-	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	.3	м-г	900A- 1000A	LIVE WITH KELLY		:60	\$1,700.00	10/01-10/05	1	1	1	\$6,800.00	
								10/08-10/12	2	1	2		
								10/15-10/19	1	1	1		
	Rating: 1	.5											
		Sale: V5 A	s Remark: dded	V5 NOW :60'S									
	(*3)	1200P- 1230P	NOON NEWS		:60	\$1,700.00	10/01-10/19	1	3	3	\$5,100.00	
	Rating: 1		s Remark: dded	V5 NOW :60'S									
)	F00- 5			5.0	** ***	10/01 10/05					
	(*3	4) M-F	500P-6	30P EVENING NEWS ROTATOR	₹	:60	\$3,000.00	10/01-10/05	2	1	2	\$27,000.00	
								10/08-10/12	4 3	1	4		
	D-+: 2	2						10/15-10/19	3	1	3		
	Rating: 2		s Remark: dded	V5 NOW :60'S									
	Rating: 2	1	1100P- 1135P	NEWS AT 11P		:60	V\$4,400.00	10/08-10/12	1	1	1	\$4,400.00	
	Nacing. 2		s Remark: dded	V5 NOW :60									
	*3 Rating: 2		630A-8	00A CBS SUN MORNING		:60	\$4,000.00	10/07-10/21	1	3	3	\$12,000.00	
		Sale	s Remark:	V5 CONVERTING TO :60'S	5								

Traffic Order# 36632

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10/02/2012 9:49 AM

7 of 8

V5 Added

Rep Order# 8828872 EC'd Yes Status Revised

Status Revised Rep Order# 8828872 Ver# 5 Traffic Order# 36632 EC'd Yes

Printed: 10/02/2012 10:01 AM 10/02/2012 9:49 AM Last Received:

8 of

Showing Buylines: All Lines

KLAS-TV LAS VEGAS Station

) REPUBLICAN JEW COAL Advertiser (Product REPUBLICAN JEWISH CO

Estimate#

LAURA LANCASTER

Phone# Fax#

Buyer

Report Totals: 119 / \$178,750.00

Agency () JAMESTOWN ASSOCIATES

5937 JONES CREEK RD, SUITE B BATON ROUGE, LA 70817

Agency C/P1/P2/E

09/17/2012 - 10/21/2012 Flight Dates Hiatus Weeks

Rep Firm Sales Office (

) DALLAS Salesperson () SHELLY MOONEY

Salesperson Phone# 214-525-2668

Salesperson FAX#

-SALES MONTHLY TOTALS-

59 / \$113,250.00 Oct 12: Sep 12: 60 / \$65,500.00

Sales Totals: 119 / \$178,750.00 Station Totals: 119 / \$178,750.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% Market Totals \$993,056 CABL 0% KLAS 18% KSNV 50% KTNV 19% KTUD

0% KVVU 13% UNKN 0% KVCW 0% KVMY

--- COMPETITIVE COMMENTS---

COMP. SHARES ARE ESTIMATED

NOV11 Books RA3564 Demos